AMENDMENT TO THE CLAIMS

Claims 1-44 (Canceled)

45.   (Currently Amended) A method of targeting content, comprising:

receiving ~~multiple~~ a data stream[[s]] at a set-top box ~~client device~~ with [[each]] the data stream ~~of the multiple data streams~~ comprising a content item and a content tag;

storing the ~~multiple~~ data stream[[s]] in memory of the set-top box ~~client device~~;

detecting an insertion event;

retrieving multiple identifiers of the content tag from the memory;

retrieving the multiple identifiers of a corresponding profile tag from a user profile;

setting an initial value of a score to zero;

successively comparing each identifier of the content tag to each corresponding identifier of the ~~corresponding~~ profile tag;

determining the content tag matches the profile tag when at least three identifiers of the multiple identifiers match;

incrementing the score when the match occurs ~~an identifier in the content tag matches a corresponding identifier in the corresponding profile tag~~;

when the content tag does not match the profile tag, then:

retrieving another profile tag from the user profile and successively comparing each identifier of the content tag to each corresponding identifier of the another profile tag;

when the user profile contains no more profile tags, then retrieving the multiple identifiers of another content tag from the memory and successively comparing each identifier of the another content tag to each corresponding identifier of the profile tag;

determining the another content tag matches the profile tag and incrementing the score when the match occurs;

comparing the score to a threshold value ~~when all the multiple identifiers of the~~ ~~profile tag have been compared to all the multiple identifiers of the corresponding profile~~ ~~tag~~; and

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation.

46.   (Original) The method of claim 45, further comprising defining the user profile based on usage.

47.   (Original) The method of claim 45, further comprising defining the user profile based on manual input.

48.   (Previously Presented) The method of claim 45, further comprising detecting a pattern in user selections and updating the user profile with the pattern.

49.   (Currently Amended) The method of claim 45, further comprising calculating a weighted average of the <u>multiple</u> identifier<u>s</u> in the content tag and the corresponding <u>multiple</u> identifier<u>s</u> in the corresponding profile tag.

50.   (Cancel)

51.   (Original) The method of claim 45, further comprising filtering out unselected data streams.

52.   (Previously Presented) The method of claim 45, further comprising determining that the content item is inappropriate for presentation when the score is less than the threshold score.

53.   (Currently Amended) The method of claim 45, wherein receiving the ~~multiple~~ data stream[[s]] comprises receiving a classification ~~associated with the at least one tag~~.

54.   (Cancel)

55.   (Previously Presented) The method of claim 45, further comprising causing presentation
of the content item.

56.   (Currently Amended) A system for targeting content, comprising:

a processor executing code stored in memory that causes the processor to:

receive ~~multiple~~ a data stream[[s]] ~~with each data stream of the multiple data~~
~~streams~~ comprising a content item and a content tag;

store the ~~multiple~~ data stream[[s]] in the memory;

detect an insertion event;

retrieve multiple identifiers of the content tag from the memory;

retrieve the multiple identifiers of a corresponding profile tag from a user profile;

set an initial value of a score to zero;

successively compare each identifier of the content tag to each corresponding
identifier of the ~~corresponding~~ profile tag;

determine the content tag matches the profile tag when at least three identifiers of
the multiple identifiers match;

increment the score when the match occurs ~~an identifier in the content tag~~
~~matches a corresponding identifier in the corresponding profile tag~~;

when the content tag does not match the profile tag, then:

retrieve another profile tag from the user profile and successively compare each
identifier of the content tag to each corresponding identifier of the another profile tag;

when the user profile contains no more profile tags, then retrieve the multiple
identifiers of another content tag from the memory and successively compare each
identifier of the another content tag to each corresponding identifier of the profile tag;

determine the another content tag matches the profile tag and increment the score when the match occurs;

compare the score to a threshold value ~~when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag~~; and

when the score satisfies the threshold score, then determine that the content item is appropriate for presentation.

57.   (Previously Presented) The system of claim 56, wherein the code further causes the processor to define the user profile based on usage.

58.   (Previously Presented) The system of claim 56, wherein the code further causes the processor to define the user profile based on manual input.

59.   (Previously Presented) The system of claim 56, wherein the code further causes the processor to detect a pattern in user selections and update the user profile with the pattern.

60.   (Currently Amended) The system of claim 56, wherein the code further causes the processor to calculate a weighted average of the ~~identifier in the~~ content tag ~~and the corresponding identifier in the corresponding profile tag~~.

61.   (Cancel)

62.   (Currently Amended) The system of claim 56, wherein the code further causes the processor to report an error when the score fails the threshold value ~~filter out unselected data streams~~.

63.   (Previously Presented) The system of claim 56, wherein the code further causes the processor to receive a classification associated with the content item.

64.   (Cancel)

65.   (Previously Presented) The system of claim 56, wherein the code further causes the processor to cause presentation of the content item.

66.   (Currently Amended) A computer readable storage medium storing processor executable instructions for performing a method of targeting content, the method comprising:

        receiving a data stream comprising a content item and a content tag;

        storing the data stream in the memory;

        detecting an insertion event;

        retrieving multiple identifiers of the content tag from the memory;

        retrieving the multiple identifiers of a corresponding profile tag from a user profile;

        setting an initial value of a score to zero;

        successively comparing each identifier of the content tag to each corresponding identifier of the profile tag;

        determining the content tag matches the profile tag when at least three identifiers of the multiple identifiers match;

        incrementing the score when the match occurs;

        when the content tag does not match the profile tag, then:

        retrieving another profile tag from the user profile and successively comparing each identifier of the content tag to each corresponding identifier of the another profile tag;

        when the user profile contains no more profile tags, then retrieving the multiple identifiers of another content tag from the memory and successively comparing each identifier of the another content tag to each corresponding identifier of the profile tag;

        determining the another content tag matches the profile tag and incrementing the score when the match occurs;

comparing the score to a threshold value; and

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation

~~receiving multiple data streams with each data stream of the multiple data streams comprising a content item and a content tag;~~

~~storing the multiple data streams in memory;~~

~~detecting an insertion event;~~

~~retrieving multiple identifiers of the content tag from the memory;~~

~~retrieving the multiple identifiers of a corresponding profile tag from a user profile;~~

~~setting an initial value of a score to zero;~~

~~successively comparing each identifier of the content tag to each corresponding identifier of the corresponding profile tag;~~

~~incrementing the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;~~

~~comparing the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and~~

~~when the score satisfies the threshold score, then determining that the content item is appropriate for presentation.~~